GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1027
ANSWERED ON:29.04.2016
Panel on Government Advertisements
Patel Shri Prahlad Singh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has constituted a panel to address issues related to content regulation in Government advertising;

(b) if so, the details thereof;

(c) whether the Government proposes to make a detail policy in this regards; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) and (b): Yes, Sir. In compliance with the Hon'ble Supreme Court directions contained in its judgement dated 13.5.2015 and based on the recommendations of a three member Selection Panel constituted by this Ministry on the advice of Ministry of Law and Justice, Ministry of Information & Broadcasting has constituted a Three Member Committee on 6.4.2016 comprising the following persons:

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1 Shri B.B. Tandon, Former Chief Election Commissioner of India Chairperson

2 Shri Rajat Sharma, Chairman and Editor-in-Chief of India TV and President of the News Broadcasters Association
Member
3 Shri Piyush Pandey, Executive Chairman and Creative Director, South Asia, Ogilvy & Mather
Member

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As per the direction given by Hon'ble Supreme Court in their judgement dated 13.5.2015, the Committee has been constituted for ironing out the creases that are bound to show from time to time in implementation of the Supreme Court Guidelines on Content Regulation of Government Advertising. The Terms of Reference of the Committee includes addressing complaints from the general public on violation of the implementation of the guidelines set out by Hon'ble Supreme Court, take suo motu
cognizance of any violation /deviation of the guidelines of Hon'ble Supreme Court and recommend corrective action to the Ministry / Department. The Committee may recommend suitable changes to the Supreme Court guidelines to deal with new circumstances and situations that may arise from time to time, without making major policy changes within the policy direction of Supreme Court. Details are available on the official website of the Ministry i.e. mib.nic.in.

(c) and (d): A set of policy guidelines on Content Regulation of Government Advertising has already been pronounced by Hon'ble Supreme Court vide their judgement dated 13.5.2015. Further, this judgement was partially modified by Hon'ble Supreme Court on 18.3.2016 after considering the review petitions of Union of India and various State Governments, whereby Hon'ble Supreme Court allowed publishing of photographs of Governors and Chief Ministers of the States, besides the Departmental (Cabinet) Minister concerned in Central Government and State Government in lieu of the photograph of Prime Minister and Chief Minister, respectively. These judgements are binding on both Central as well as State Governments, including Union Territories. The afore-mentioned judgements are also available on the website of Hon'ble Supreme Court/Ministry of Information & Broadcasting.

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